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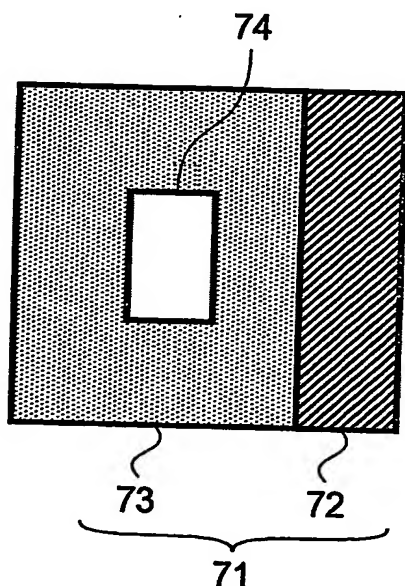
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(54) Title: COLOR DISPLAY APPARATUS



(57) Abstract: A color display apparatus is constituted by a display panel which has light reflection area and a light transmission area for each pixel, and a light source for causing light to enter said display panel from a back surface of said display panel. The light reflection area includes plurality of subareas including a first subarea in which the incident light is modulated and reflected in a brightness change range within which a brightness of a reflected light is variable and a hue change range within which a hue of a chromatic color assumed by a reflected light is variable and a second subarea provided with a color filter in which incident light is modulated and reflected in a brightness change range within which a brightness of a reflected light is variable. In the light transmission area, the incident light is modulated in a brightness change range within which a brightness of a transmitted light is variable. The light source is periodically switched at least between two lights different in color. The apparatus further comprises means for performing the modulation in the light transmission area in synchronism with the switching in color of said light source.

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